

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name 1926 Model Brick Home

other names/site number Fisher, Phillip & Mary, House; NW Brick & Tile Association Model Home

2. Location

street & number 2600 E. Montlake Place E.

☐

not for publication

city or town Seattle

☐

vicinity

state Washington code WA county King code 033 zip code 98112

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria

X A B X C D

Signature of certifying official/Title

Date

WASHINGTON SHPO

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

 entered in the National Register

 determined eligible for the National Register

 determined not eligible for the National Register

 removed from the National Register

 other (explain:)

Signature of the Keeper

Date of Action

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property
(Check only **one** box.)

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		district
		site
		structure
		object
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

None

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Domestic: Single Family Residence

Current Functions
(Enter categories from instructions.)

Domestic: Single Family Residence

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE 19TH & 20TH CENTURY REVIVAL:

Tudor Revival

Materials
(Enter categories from instructions.)

foundation: Brick

walls: Brick

roof: Clay Tile

other:

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The 1926 Model Brick Home is located at the northeast corner of E. Montlake Place East and E. Roanoke Street in Seattle's Montlake neighborhood.

The Model Brick Home is unusual in the Northwest because it is of all-brick construction, including 24-inch foundation footings and solid eight-inch skintled brick walls. It is a one-and-a-half story Tudor Revival-style residence with a steep side gable roof clad with flat, fired clay shingle-style red tile, with a steeply gabled entry vestibule with brick diamond patterning. The rectangular door is recessed. There is a front shed dormer with square casement windows of diamond-paned leaded glass. Most windows are multi-paned leaded glass casements, many of which are flanked by batten shutters. It has been very minimally altered, and includes almost all original features, including light fixtures, door knobs, and interior metal work.

The 1926 Model Brick Home was sponsored by the Pacific Northwest Brick and Tile Association to demonstrate the desirability, durability, low maintenance, and affordability of a brick home. It was designed by William J. Bain, Sr., developed by Barnum-Lemcke, developers of the Glenwilde Addition to the Montlake neighborhood, and built by Daniels & Anderson Co., contractors. Its construction was heavily publicized and more than 5,000 people visited the first weekend after completion. The house is faced with decorative brick and features numerous leaded glass windows and a steep gabled roof clad with flat fired clay tiles (*The Seattle Daily Times*, Apr. 28, 1926: 19).

Narrative Description

Location and Setting

This residence is located at the northeast corner of E. Montlake Place E. and E. Roanoke Street in Seattle's Montlake neighborhood. Montlake is a predominantly residential area located northeast of downtown Seattle, between the University of Washington campus to the north and the Capitol Hill neighborhood to the south. During its most intense growth period (the 1920s), it developed along a streetcar line, gaining a small commercial district typical of the early streetcar suburbs that surrounded downtown Seattle. It was also influenced by its proximity to the University of Washington campus. During this era, the student population at the university increased by 54 percent accommodated by construction both on campus and in nearby commercial and residential areas, including Montlake. The neighborhood is particularly known for its unique location surrounded by water and parks.

The topography is generally flat in much of the northern section, but it has hilly sections toward the south, where a steep slope ascends to Interlaken Boulevard. Water vistas are important contributors to the neighborhood character. On the north is the Montlake Cut, which connects lakes Washington and Union, as part of the NRHP-listed Lake Washington Ship Canal.

The property is a modified triangle shape fronting East Montlake Place E, which is an angled street oriented northwest to southeast. The front entry faces southwest. It is bounded by an alley to the east and north of the house, and by E. Roanoke Street to the south. There is a wrought iron gate at the southwest corner of the property, with two brick pillars flanked by short brick walls. A curving brick pathway, flanked by a lawn, leads to the front entry. Hedges, approximately five feet high, form the south and west boundaries of the parcel. A brick wall runs along the north side of the property.

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Many of the plantings are original; shrubs on the north include a large Japanese maple, a small Japanese maple, a large holly and rhododendrons. A large magnolia tree is located south of the house. At the rear of the property is a small yard with a narrow lawn toward the north, picket fencing, and an arched gate which leads to the side entry and stairs.

Exterior

The one-and-a-half story house is rectangular in plan, measures 22 by 35 feet, and has a full daylight basement. It is constructed of brick, with solid eight-inch skintled burst-brick walls resting upon 24-inch brick foundation footings. Exterior common brick was applied in an irregular, or skintled, configuration "to exemplify the artistic possibilities of common brick" (*Seattle Daily Times*, Mar. 10, 1926: 20). In a February 17, 1926 *Seattle Daily Times* article, describing the beauty of skintled bricks, Pacific Northwest Brick and Tile Association executive secretary W.J. Howard said,

"Different clays, burned in different ways give an infinite variety of colors. Different surface treatment different joint sections give the flecks of light and shade that make texture, the uniformly sized blocks laid at different geometrical combinations give almost any kind of pattern. Designing with brick is like playing with hundreds of little islands of glowing color, set in rivers of contrasting mortar, woven into subtly sensed patterns. And if visible justification is needed for the architect to enthuse over this sort of play; the patterned walls of Italian churches centuries old, the plum colored facades of English cottages, the mellow walled houses of own colonial days."

The bricks of the house were coarsely set at varying angles so they project and recess beyond the wall line. Some intentional accumulations of mortar also remain. The side-gabled roof surfaces are clad with clay tile shingles attached with copper nails. Copper gutters and downspouts are secured to the house by attachments with a fleur-de-lis motif.

Front (southwest) façade

The front façade features a steeply gabled entry vestibule, with a diamond brick pattern. The rectangular doorway is recessed, with stretchers and headers strategically placed to form a visual border to the doorway. It is accessed by a two-step poured-in-place concrete riser. The hardwood door is original, and includes an old English drop ring knocker, wrought iron nails, and diamond-pattern leaded glass window. A long stemmed brass lamp hangs from just below the gable peak. The primary bay includes a pair of French doors flanked by batten shutters, which connect the interior living room to a narrow brick exterior patio. The patio is screened from the street by a privet hedge, an original planting. The French doors are open to a brick patio. The doors are currently covered by removable storm doors.

The second story features a shed-roofed dormer, with two pairs of square, diamond-patterned leaded casement windows with wood surrounds.

Southeast façade

The southeast façade faces E. Roanoke Street. There is an asymmetrical integral chimney, which extends above the gable peak. Courses of three diagonally-laid brick are decoratively placed in some areas. The first story has a group of three nine-light leaded glass casement windows with brick sills and batten shutters toward the front of the house (where the living room is located). Toward the rear of the house (where the dining room is located) is a pair of larger eight-light leaded glass casement windows with brick sills and batten shutters. The second story features two pair of nine-light leaded glass casement windows with brick sills and batten shutters. They flank the chimney. A rear shed dormer is visible on the east end.

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Rear (northeast) façade

The rear façade appears as three stories as a result of a gentle eastward slope on the property and the rear shed roof dormer. The ground story includes a single garage toward the north end, with an original wood double door a short driveway from the alley. At approximately the center of the façade is a screened rear entry with a small six-light window to the north. To the south of the door is a 12-light fixed pane leaded glass window and a pair of eight-light leaded glass casements. The first story includes three window openings, from south to north: a group of three eight-light casements, a pair of nine-light casements, and a single nine-light casement. The second story, on the face of the shed roof dormer, includes a central nine-light casement window flanked in the center, and a group nine-light flanked by eight-light leaded glass casement windows at the north and south end.

Northwest façade

The northwest façade includes the cornerstone which reads, "Brick Model Home 1926" at the northwest corner. The first story features two pairs of leaded casement windows with brick sills and batten shutters. The window opening toward the front (southwest) side of the house is a pair of eight-light leaded glass casement windows; the opening toward the rear (northeast) side of the house is a pair of nine-light leaded glass casement windows. A wood delivery cabinet leads to the kitchen and there is a secondary screened door slightly below grade. Multi-light leaded casement windows are found at the second story.

Interior

Interior walls are plaster on wood lath; in some areas the plaster has been replaced by gypsum wall and ceiling boards. Main floor doorknobs are original wrought iron with lever handles; second story doorknobs are original crystal glass with brass finishes. Floors are primarily hand sanded solid oak, with linoleum in the kitchen. In the breakfast nook the linoleum was removed to expose the old growth, knot free, fir floor. Interior wood trim is also oak, and doors are fir. There are ample wall sconces and hanging ceiling lamps, which were intended to provide soft, indirect lighting. Virtually all are original, made of wrought iron and cut crystal glass. There are multiple built-in bookcases and cabinets.

First Story

The main floor features a circular floor plan. The entry hall, closet, and stairway are first encountered upon entry. The coat closet is to the left of the door, and on the right are the remains of the original wood lift for the living room fireplace. Above this are built-in bookshelves and space for the original radio cabinet that was wired to an aerial in the attic. Further to the right (south) is the 14 by 24-foot living room, whose focal point is the internal fireplace and hearth on the opposite (southwest) wall, angled in the corner. French doors on the southeast wall lead to the terraced patio. Windows to the right of the fireplace are deeply recessed for extra surface space.

Through an archway, behind the living room, is the 10 by 14-foot dining room. To the north of the dining room is the 10 by 13-foot kitchen and breakfast room. These rooms are reached by both the dining rooms and entry hall. The kitchen includes a delivery cabinet that can be reached from the outside. The breakfast nook originally included a built-in ironing board and china cabinet.

The staircase includes wrought-iron balusters, each with a decorative knob or bulb set in varying heights and grouped in pairs, with a curved hardwood railing. The newel is simply a larger diameter than the other balusters, but otherwise is not differentiated. The railing curves as the stairs ascend. Base rails are unadorned wrought iron discs.

Second Story

The second story has its original configuration with two bedrooms, a bathroom, and a third bedroom or sewing room. The master bedroom is 12 feet by 13 feet, and is situated on the SE corner of the house, above the dining room. It includes a closet and an alcove. The guest bedroom is 12 feet by 12 feet, and is in the

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northeast corner, above the kitchen and breakfast room. A small bathroom is between the master bedroom and guest rooms. With the exception of the shower area, it has been largely unchanged. The sewing room is 8 feet by 10 feet, and is in the southwest corner of the house. All rooms are reached by a central hall at the top of the staircase, and all have closets. An additional closet is in the hall just at the top of the stairs.

Basement

The basement includes an office/guest bedroom (originally designed as a maid's room), efficiency kitchen, bathroom, storage areas, furnace room, laundry, and the garage. This area has been the most modified with some reconfiguration of interior spaces and new materials.

With the exception of the reconfiguring of some rooms in the basement, there are no notable alterations to this house.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

COMMERCE

ARCHITECTURE

Period of Significance

1926

Significant Dates

1926

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Bain, William J. Sr. (Architect)

Daniels & Anderson Construction Co. (Builder)

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Narrative Statement of Significance

(Provide at least one paragraph that includes level of significance and applicable criteria.)

The 1926 Brick Model Home located in the Montlake neighborhood of Seattle, Washington is historically significant under Criteria "A" for its direct connection to the Better Homes in America campaign of the early twentieth century. The movement was a nationally sponsored promotional effort to tout the benefits of home ownership and the latest ideas/fashions in home-making. The Women's Century Club, one of Seattle's oldest women's social clubs, sponsored the Better Homes campaign and assisted in the promotion of the 1926 Brick Model Home.

The home is also historically significant under Criterion "C" as dwelling that embodies the distinctive characteristics of its period and/or method of construction. Its assembly was sponsored by the Pacific Northwest Brick & Tile Association to demonstrate the desirability, durability, low maintenance, and affordability of a brick home. Additionally the model home represents the work of master architect William J. Bain, Sr. who became one of the Seattle's most prolific and notable architects for much of the 20th century.

The period of significance for the nominated property begins and ends in 1926, the year the home was built. Note that the 1926 Model Brick Home is listed as contributing resource to the NR listed Montlake Historic District.

Neighborhood Development

Euro-American settlers first came to what is now the Montlake neighborhood in 1861 when Harvey L. Pike purchased 161.83 acres at its northern edge. He intended to dig a canal connecting Lake Washington with Lake Union. While his efforts never came to fruition, he filed two plats: Pike's 1st Addition to Union City (1870) and Pike's 2nd Addition to Union City (1871). However, Pike did not take any steps to develop or sell the land and little changed until the area at the south end of today's Montlake neighborhood was platted. In December 1905, Colonel John Boyer of the Interlaken Land Company filed the Interlaken plat. Boyer imposed restrictive covenants requiring that homes constructed east of 24th Avenue E. were to cost no less than \$3,000, and those west of 24th Avenue E. not less than \$5,000, thus ensuring above average construction. (Smith 2004: 11-27).

However, Henry S. Turner proved to be the major developer of Montlake. In 1907 he filed the Park Addition, a triangular area which extended from Boyer Avenue E. to East Lynn Street and then to Washington Park. In 1910, he filed another addition, Interlaken Addition to the south, and development proceeded rapidly (Gould: 2-5; Smith 2004: 23-25).

By this time, local events made development at the northern edge of the area inviting. The University of Washington had outgrown its downtown buildings in 1895, moving to a spacious campus just north of Harvey Pike's Union City plats. In 1909, a world's fair, the Alaska-Yukon-Pacific Exposition, drew more than 3 million people, giving the area extensive exposure. More importantly, a bridge was built on 24th Avenue E., spanning the narrow Portage Canal and enabling a new streetcar line to open. For the first time, the Montlake area enjoyed direct access to and from both downtown Seattle and the university campus.

Taking advantage of this, Calvin and William Hagan, with partner James Corner, platted the Montlake Park Addition in July of 1909. It encompassed eight blocks of Pike's originally platted First Addition. The Hagans invested heavily in infrastructure, which established the character and quality of the neighborhood. They paved the streets, added sidewalks and installed water, gas and electrical lines. Lot sales were rapid and houses soon appeared. The plat also included small waterfront parks at each end: West Montlake Park and East Montlake Park (Smith 2004: 29-32, 113-115).

In 1916, one of the city's most important infrastructure projects which affected the Montlake neighborhood was completed, the Lake Washington Ship Canal. The canal was constructed by the U.S. Army Corps of

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Engineers, and finally connecting Lake Washington with Lake Union. A portion of the Ship Canal, the Montlake Cut, runs along the northern edge of the Montlake neighborhood, just a few blocks from the 1926 model house.

The neighborhood was also adjacent to the University of Washington and was nearly surrounded by several parks, a system which was planned by the Olmsted Brothers. Washington Park, abutting the east edge of the neighborhood, was established in 1902. The Olmsted Plan also included a boulevard (Washington Park Boulevard, now a portion of Lake Washington Boulevard) running along the north and east edges of the neighborhood through the park.

Such proximity to parks and the University, as well as easy access from downtown and other surrounding areas of the city, made the neighborhood an ideal location to build a model home. Developers Barnum-Lemcke Company platted the Glenwilde Additions 1 & 2 in 1925 just as neighborhood development was in full swing and offered a prominent lot to the Pacific Northwest Brick & Tile Association. In fact the Montlake streetcar line stopped just 100 ft. from the front door of the lot.

Pacific Northwest Brick & Tile Association

The Association, which sponsored construction of the nominated house in order to raise the standards of home construction, was a consortium of brick and tile manufacturers based largely in Seattle. The Association was housed in the Arctic Building in Seattle's downtown and was managed by W.J. Howard. Its members included the following companies:

- Builders' Brick Company
- Lake Union Brick & Fireproofing Company
- Seattle Brick & Tile Company
- Denny-Renton Clay & Coal Company
- Harper Clay Products Company
- Puget Sound Brick & Tile Company
- Olympic Brick Works
- Everett Brick Works

During this period, it was not uncommon for associations of manufacturers to create and heavily advertise model homes, in order to promote their materials. The Pacific Northwest Brick & Tile Association were particularly focused on promoting brick homebuilding materials for its aesthetic qualities, economic value, and efficiency. They advertised heavily in the local newspapers. A coming advertisement such as the one found in the February 17, 1926 issue of the *Seattle Daily Times* promised:

*"The Brick Home is the Most Beautiful
The Brick Home is the Most Enduring
The Brick Home is the Most Healthful
The Brick Home is the Most Economical"*

As part of the promotional effort, the Association sold brick home plan books (ten cents each) and offered a handbook on how to build a brick house (25 cents). Brick homes were advertised to be beautiful, to be well-insulated, and were built to last longer than wood. The 1926 Model Home was intended to be "just a beautiful home for an average family" (*Seattle Daily Times*, Feb. 10, 1926: 20). During the groundbreaking ceremony for the 1926 Brick Model Home, W.J. Howard, executive secretary of the Pacific Northwest Brick & Tile Association, stated, *"It will be more comfortable because brick walls keep out the cold of winter, the heat of summer and the outside noises...it will stand through conflagration or earthquake if need be!"* A plaster and cardboard model of the home was put on display at the Standard Furniture Company to begin to build excitement for the project.

The success of the 1926 Brick Model Home spurred the Association to form their own brick home campaign, complete with full page sections in the *Seattle Times* – "The Home of Brick," which prophesized the benefits of brick home construction. The goal of the Association was to erect at least 1,000 brick homes worth \$5 million dollars by 1929. As part of the campaign they started a "certified brick home" program which was awarded to

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homes that met strict brick construction specifications. Each home was noted with a specially cast brick which featured a brick oven logo and the words "Common Brick MFR's. ASSN Certified Masonry-Walls. Among the more popular aspects of the program were an essay contest called the "Enchanted Homes of Brick" which boasting the romantic qualities of living in a brick dwelling. Cash prizes were awarded to the top essays.

Design and Construction

From its design in February 1926 to its opening in May of that same year, the Association used its full advertising pages in the *Seattle Times* to their advantage. *The Seattle Times* ran continual biweekly articles showing the model homes progress from groundbreaking February 10, 1926, to opening day dedication ceremonies May 10, 1926. A variety of advertisements for suppliers and contractors of the house were also shown. This ranged from hardware stores and wall paper suppliers, to insurance company providers and hardwood floor specialists.

To build the home the association hired the Daniels & Anderson Construction Co. to act as general contractor. They subcontracted the ornate exterior brickwork to the O.E. Olson & Co. Other suppliers and contractors include:

Heating, Plumbing, and Wiring

Heating was a hot air system, with an Oil-O-Matic burner and a Minneapolis heat regulator installed by Arthur F. Erickson Co. The house used a Western furnace provided by the Western Foundry and Furnace Company of Seattle and Tacoma. Plumbing fixtures were supplied by Crane and Company. Wiring was Check-seal electrical wiring, and light and power were provided by Puget Sound Power & Light Company.

Finishing

Pacific Door & Manufacturing provided the millwork. Hardwood floors were provided by Ehrlich-Harrison Company and laid by Strom & Olson. Lighting fixtures were supplied by Bailey, Wyatt, & Lynde. Western Painting & Decorating Company supplied the paint and painters, and wall paper was hung by Hall & Olswing. Builders Hardware and Supply Company provided all the high-grade hardware and lighting fixtures were provided by Baily, Wyatt & Lynde.

Landscaping

To provide the landscaping at the model home site, the most prominent landscaping firm in the city, Malmo & Co. was hired. This family business was founded by Charles Malmo (1862-1938) who had immigrated to the United States from Norway in 1878. Charles and his wife Elizabeth moved to Seattle in 1891, and they established Malmo Seed & Nursery Company in 1893. The company was the first to grow and propagate their own nursery stock and grew to become the largest nursery in the Puget Sound. Charles Malmo opened his first garden store at 916 Second Avenue, at the time in a relatively undeveloped area of downtown Seattle. A talented and respected nurseryman, Malmo became President of the Pacific Coast Association of Nurserymen in 1909. With help of his sons Clarence (1893-1965), Prescott, and Clark (1896-1985), by the 1920s the company was the foremost landscaping firm in the city. In 1923 they began selling nursery stock from a large corner store on 6th Avenue and Steward Street. The firm regularly commented in the *Seattle Times* on a variety of horticultural topics from the care of roses, to the correct time of year to plant fruit trees, to proper landscape design.

With business booming, in 1930, the company (by then run by his sons) opened a multi-level 'open air garden store' at Westlake in Seattle's new Denny regrade area. The \$250,000 store was designed by architect John Graham. To stock the store Malmo maintained 25 acres of greenhouses and fields in Georgetown, adjacent Boeing Field. In 1937, they bought an additional 30 acres at the present day site of University Village for more nursey space. Reportedly at one point, the company managed more than a dozen nurseries scattered across the Puget Sound area including Malmo Wholesale Rhododendron Garden on Whidbey Island, the 12 acre Seattle Wholesale Nursery N 147th & Aurora Ave.; and had stores in Longview, Olympia, Tacoma and Everett. In 1962, the Malmo family sold their business to Ernst Hardware and Pay' N Save and it became a wholly owned subsidiary retaining the Malmo name. By 1975, there were 22 Malmo Nurseries operating in

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Washington State. On July 12, 1996 Ernst Hardware filed for Chapter 11 bankruptcy and began its final going out of business sale in November 1996, closing 53 stores and selling off the remainder of its operations, including the nursery business.

As one of the oldest nursery providers in the area, the company was entrusted to provide the plants, shrubs, and landscaping labor as well as the overall landscape plan for the 1926 Brick Model Home. Plants chosen included Mountain Ash, *Spirea* Anthony waterer, Japanese holly, cotoneaster Henry II, English laurel, juniper (*Sabina*, *Chinensis*, and *Virginiana*), Lawson cypress, magnolia, Lombardy poplar, *Pyracantha*, *Retinospora Plumosa*, Rhododendron, *Viburnum opulus*, and Weigella floreal. This native pallet of plantings set within and adjacent to a lush lawn, provided and instant, mature, pleasing environment for the Tudor Revival style home (*Seattle Daily Times*, Apr. 21, 1926). Mature, "fully developed" plants were used to create an immediate effect of growth and to "give a softening impression of an occupied home."

Financing and Insurance

The building loan was provided by Seattle Title Trust Company, and Carter, McDonald, & Miller Inc. were the insurers. Once completed, Standard Furniture Company furnished the house for the opening.

Advertising Campaign

Helping the promotional effort was a direct tie into the Better Homes of America Movement. The Better Homes of America, Inc. (BHA) was a nation-wide campaign that had started in 1921 to embrace home ownership, modernization, beautification, maintenance, and improvement. It was a result of the housing shortage following World War I, promoting home ownership and home decoration as responsible consumer behavior. The BHA began under the leadership of Marie Meloney, editor of the popular women's magazine, *The Delineator*. Meloney worked with then Secretary of Commerce Herbert Hoover, other federal officials, leaders of the General Federation of Women's Clubs, and experts in the new discipline of home economic to orchestrate the building and display of model homes in communities around the country. Although Better Homes activities occurred throughout the year, its major work was a week-long event of exhibitions, displays, and lectures in which they dubbed "Better Homes Week." A variety of "Demonstration homes" were also built, typically sponsored by building trades or unions. The various institutions coalesced in the campaign, all using the Better Homes program as a "non-commercial, educational" vehicle for home ownership and better quality homes; but each did so for a different purpose. The federal agencies promoted social order and stability; the publishing company used the campaign to sell magazines and attract advertisers; the new field of home economics used BHA to create opportunities for the application of their "expertise," and businesses and contractors used the free advertisement to promote their own products and services. Within two years, the campaign grew so large and unwieldy that its leaders decided to incorporate as a nonprofit organization attached to the U.S. Department of Commerce where it operated as a "propaganda apparatus" until 1935. Their demonstration work increased steadily throughout the 1920s, with 502 communities participating in the first annual demonstration week in 1922 to over 7,200 communities participating in 1930.(Altman 1990: 286)

The Better Homes program began in Seattle with enthusiastic support in 1922. That year a variety of business scattered across the city played host to numerous lectures, demonstrations, open houses and exhibits focused around "the art of homemaking." As part of the festivities the "Practical Cottage," a model home on the University of Washington Campus, was opened to the general public the week of October 9-14th. Each year, the events grew as more businesses became involved and model homes were built. Some years more than one model home was built. In 1926, developer and builder Gardner J. Gwinn displayed his "Arquetite" model home (7806 Lake City Way), which was visited by 25,000 people. The *Seattle Times* and the Stetson & Post Lumber Co. sponsored their "Olympic Manor" model home (1418 E Ward St) designed and built by Herman Neubert. That year however the Pacific Northwest Brick & Tile Co. model home received the most press coverage and had the largest attendance of the three homes built.

The highly detailed home was completed in twelve weeks, from the initial design phase, beginning in early February 1926, to completion in mid-May of that same year. As construction details and progress were made,

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they were chronicled weekly in the Seattle Daily Times, with multiple articles on the site, materials, benefits, and the design. The public was even encouraged to visit the site during construction.

On Monday, March 1, 1926 an official ground breaking ceremony for the home was held. Officiating the ceremony were four members of the Seattle committee of the Better Homes of America movement: Mrs. J.E. MacPherson, president of the Women's Century Club; Mrs. Victor Zednick, local chairman of the Better Homes in America committee; Mrs. George Schofield, past president of the Women's Century Club; and Mrs. S.M. Stone, chairman of the "American homes department of the club" (Seattle Daily Times, Mar. 3, 1926: 18). Mrs. J. E. MacPherson had the honor of laying a specially designed cornerstone (which had the inscription "Brick Model Home – 1926") into the lower northwest section of a quickly rising brick wall. Behind the stone was a time capsule which held a noon addition of the Seattle Times and a scroll signed by members of the Better Homes in America" committee.

The fully furnished house opened to the public with much fanfare at 2:00 pm on Sunday, May 16, 1926. For the next twelve weeks it was open every day from 2:00 until 9:30 pm through May 31. At the opening day ceremony, Walter F. Meier, following a short speech, presented a symbolic floral key to Mrs. Victor Zednick, chairman of the Seattle committee of the Better Homes in America Inc. and model home hostess chairman. Reportedly well over 5,000 people visited the home that first Sunday.

As host of the 1926 Brick Model Home, The Women's Century Club, took great pride in their work with the Better Homes of America program. The highly respected club was founded in Seattle in 1891 by a group of prominent women with the purpose of promoting cultural and intellectual development of its members, as well as fostering social service. Among charter members were: Alice Jordan Blake, the first female graduate of Yale law school; Julia C. Kennedy, Seattle's first female superintendent of schools; Dr. Sarah Kendall and Dr. Marmora DeVoe Moody, two early female medical school graduates; and Celeste Slausson, founder and director of the Seattle Conservatory of Arts. In 1896, the club had hosted Susan B. Anthony, president of the National American Woman's Suffrage Association, who conducted two days of workshops and public lectures. The club's political activism peaked in the 1920's when its approximately 500 members helped elect a former president, Bertha Knight Landes, as Seattle's first and to date, only woman mayor.

During the two-week public opening of the 1926 Brick Model Home, the hostesses of the open houses were prominent women representing various local clubs throughout the city. The hostess were:

Monday, May 17, 1926:	Woman's Century Club, Mrs. J.A. McPhearson, President
Tuesday, May 18, 1926:	Seattle Women's Club, Mrs. T.C. Magrath, President
Wednesday, May 19, 1926:	Coterie Club, Mrs. H.E. Mallett, President
Thursday, May 20, 1926:	Aspasia Club, Mrs. J.F. McGogy, President
Friday, May 21, 1926:	Ladies Grotto Club, Mrs. J.W. Hyneman, President
Saturday, May 22, 1926:	Campfire Girls, Mrs. E.S. Goodwin, President
Monday, May 24, 1926:	North end Progressive Club, Mrs. W.A. Sloan, President
Tuesday, May 25, 1926:	Pennsylvania Study Club, Mrs. A.T. Matthews, President
Wednesday, May 26, 1926:	Clonian Club, Mrs. F.R. Ahlers, President
Thursday, May 27, 1926:	Alpha Club, Mrs. Walter K. MacFarland, President
Friday, May 28, 1926:	Women's Educational Club, Mrs. Carl Siebrand, President
Saturday, May 29, 1926:	Girl Scouts, Mrs. A.Y. Baker, Director

The home was well received by its visitors. According to the May 28th edition of the *Seattle Daily Times*, visitors expressed "surprise at the roominess and light of the house, and pleasure at the beauty and convenience of its interior" ("Model Brick Home Pleases," *Seattle Daily Times* May 28, 1926). Over the course of its opening, reportedly at least 30 to 50,000 people visited the home.

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Architect - William J. Bain, Sr.

To design the custom model home PNW Brick & Tile Association hired William Bain, Sr. At the time Bain was just beginning his career and would go on to become one of the city's best-known and most prolific architects for much of the 20th century.

Born near Vancouver, British Columbia on March 21, 1896 and raised in Seattle, William J. Bain, Sr. began his architectural education in 1915, apprenticing for Seattle architects W.R.B. Wilcox and Arthur Loveless. Initially registering in the architecture program at the University of California, Bain's studies were interrupted by WWI. He enlisted in the Army and served in the 166th Infantry, Rainbow Division. After serving in France, Bain continued his studies at the University of Pennsylvania (1919-1921), graduating with an architecture degree in 1921. The university's Beaux Arts curriculum, directed by prominent French architect Paul Cret, reinforced design concepts familiar to Bain through his earlier apprenticeships.

Upon graduation Bain returned to Seattle and worked again briefly for Willcox (1921-22) and then for Loveless (1922-23). He then moved to Los Angeles in 1923 where he worked for the prominent architect A.C. Martin Sr. and the notable architectural firm of Johnson, Kaufman & Coate. With valuable experience and top notch training in hand, Bain returned to Seattle and decided to open his own independent practice in 1924.

With his Beaux-Arts background and his engaging manner, Bain quickly developed a reputation for high quality residential architecture. His homes ran the gamut of architectural idioms popular in the twenties and thirties and he seemed to have a knack for acquiring jobs which received a lot of press. Many served as "model homes" which brought him additional clients and praise among his peers.

Early designs included the Clarence Shaw House (1929), combination of 18th century French and English design elements. The French Eclectic mode is represented in the I. Heiman House (1925); the D.P. Washburn House (1928); the Harry O. Bold House (1929); the Richard L. Frayn House (1929); and the Herbert Schoenfeld House (1927). The Georgian Revival was applied to the George Vance House (1939); and the James G. Pursely House (1940).

Perhaps utilizing his familiarity with California Spanish Colonial idioms, Bain designed the J.L. Carman Jr. House (1926); the W.F. Coleman House (1930); the John Hamrick House (1935); and the "Casa El Sereno" (1926) model home which was completely built out on the 5th floor of Schoenfeld Standard Furniture Co. in downtown Seattle.

He also designed a fair number of homes loosely based on the Colonial Revival style including the "Honeymoon Cottage" (1935), a house that was given away as a prize in the Honeymoon Trail contest sponsored by the AIA and the Seattle Home Builders Assoc.; the modest Bert Torvanger House (1936); and several model homes in the Sheridan Beach/Heights neighborhood of Lake Forest (1938-39) for the Puget Mill Co. The model homes were heavily advertised and one of Bain's designs, the "House that Jack Built," was touted as the first "Tri-Level" house in the Seattle area (1938). The home was viewed by more than 5,000 people in a week, and its patented design reportedly saved 25% building costs.

During the early part of his career Bain regularly gave public presentations about residential architecture. Topics included "Correct Architectural Plans for the Home" and "Planning the Small Home".

A tumultuous, short-lived partnership with Lionel Pries from 1928-1932 was responsible for a number of sororities and apartment buildings around Seattle. Residential work in the Seattle area diminished as the Depression progressed. Many of Bain's working during this period were small homes that could be built for between \$6,000 and \$10,000, far smaller than the large homes he had designed in the previous decade. However by the late 1930s he was receiving a variety of commissions, many of which show Bain experimenting with new streamlined/modern forms. After 1940, the war effort started to improve architectural fortunes in Seattle. In 1940, Bain joined a joint-venture with J. Lister Holmes, William Aitken, George W. Stoddard, and John T. Jacobson to design Yesler Terrace, Seattle's first public housing project.

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During the war years Bain served as WA State AIA chapter President (1941-43) served as camouflage director for the state of Washington.

He also joined other architects in joint-venture firms to design housing for war workers as well as other war-related projects. In 1943 Bain was asked by the firm of Naramore & Brady to join forces in a new partnership in order to bid on large construction contracts. Perry Johanson, with the firm of Smith, Carrol & Johanson also joined the effort creating a new firm which was thereafter known as Naramore, Bain, Brady & Johanson (NBBJ), or just "the Combine." For a short time most of the partners maintained their prior firms. Bain, in fact retained a separate partnership (1946-1972) with architect Harrison Overturf, which allowed him to do smaller residential projects.

NBBJ then pursued large military and institutional projects during and after the war. Such projects included a number of elementary and high school projects; barracks, headquarters, hangars and administration buildings for the U.S. Navy, the U.S. Army Corps of Engineers; and various buildings for the Boeing Company. As with many large firms, design work was spread out among the partners. Notable projects include the Federal Reserve Bank (1950); the Beacon Hill Veterans Hospital (1950); I Magnin Dept. Store (1954); and the Seattle Public Safety Building (1950).

Bain was elected a Fellow of the AIA in 1947. Governor Arthur Langlie named him to the State Board of Architectural Examiners in July, 1953 and by 1956, he held the position of chairman of the State Board of Architectural Examiners. By 1963, NBBJ was listed as one of two Seattle-based architectural firms as among the top 100 largest in the country. And today, the firm has offices around the world and is ranked as one of the largest architectural firms globally. By 1975 Bain was semi-retired but continued doing some work for NBBJ, until his death on January 22, 1985.

Tudor Style

Bain designed the home in the Tudor Revival style, a style which was most prominent between 1910 and 1940. About a quarter of all homes in the Montlake neighborhood are in the Tudor Revival style, making this the most typical style in the area. The occurrence of this style in Montlake is consistent with the national trend of Tudor Revival style houses with a majority built during the mid to late 1920s (McAlester 2013: 454). In the 1930s, the style was still popular, but examples take on a different character and are more simplified in their design. The style was replaced with more modern house styles following World War II.

The design of Tudor Revival-style houses vary greatly but are generally clad in brick, although stucco and wood cladding is also evident. Brickwork can be patterned, clinkered, or skintled, and stonework is often evident in trim, chimneys, and quoins. Many houses have decorative half-timbering detail, arched doorways, and large exterior chimneys, often stepped in and with patterned brick and stonework and multiple shafts. Windows are typically tall and narrow, often presented in bands, and have multi-pane glazing, occasionally diamond-shaped. Windows can be casement, double-hung, oriel, and semi-hexagonal one- and two-story bays. Roofs are steeply pitched and often side-gabled, and the front façade is typically dominated by a front-facing gable. Many gables are clipped. Stylistic variations of the Tudor Revival include Elizabethan, and Cottage style (McAlester 2013: 450-66).

Chimneys are often prominent in houses displaying the Tudor Revival style. They are typically on the exterior outside the footprint of the house with decorative masonry or stonework. They are often capped with decorative chimney pots. Multiple chimney shafts are common, but they are typically ornamental, rather than functional.

Although the Tudor Revival style is well represented and widely distributed throughout the Montlake neighborhood, there are some concentrations that were built as groups. The largest of these is a group of 27 brick homes between Boyer Avenue and 18th Avenue E., and E. McGraw and E. Lynn Streets. R. T. Brackett and M. M. Kelliher were the builders, under the supervision of Robert R. Hemmingsen. Albert H. Geiser was the architect, and D.D. Kirk of the Varsity Decorating Company served as consulting decorator. The homes

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were erected between 1928 and 1930, and all are unique variations of the Tudor Revival style. These houses are all one-and-a-half or two stories and have red brick cladding, steep gabled roofs and multi-paned leaded windows (Howard 1928).

Montlake has two Tudor Revival model homes, built to promote home construction and the use of specific materials. In addition to the 1926 Model Brick Home, the neighborhood also features "The Home Beautiful" model home (1897 E. Shelby Street), which was built as a promotion for the use of western red cedar as a building material by the Red Cedar Lumber Manufacturers Association. The house was designed by architect/builder Samuel Anderson. It features wood clapboard cladding, a wood shingle roof with decorative verge boards, and stuccoed half-timbering in the gable ends. It is among the most detailed houses in the Montlake Historic District, with an ornate entry with a metal awning and a Tudor-arched door, quatrefoils, cartouches and numerous leaded windows including a three-sided hanging bay and lancet windows, some with colored glass (The Seattle Daily Times, September 9, 1926: 23). However it boasts very different Tudor details than the Brick model home.

Ownership History

After spending several weeks as a showpiece for the Pacific Northwest Brick & Tile Association, the home was advertised for sale (*Seattle Daily Times*, May 27, 1926: 22). Eventually it was purchased by Phillip and Mary Fisher. The Fisher's owned and operated the P.W. Fishers Store, a women's clothing store housed in the College Center Building near the University of Washington campus. They owned the home until 1933 when it was sold to Bertram and Mae Russell. Bertram was born and educated in Clarion, Iowa and initially moved to Spokane to begin his life's work in banking. He joined the Federal Reserve Bank in Seattle in 1920, rising to the level of assistant manager and retired from the Bank in 1952. Mae occupied the residence at least until 1975. The current owner, Joseph Giordano, bought the property from Marnela Mariano in 1988.

Conclusion

Created as a model home for the Pacific Northwest Brick & Tile Company, the 1926 Brick Model Home became the center of a considerable advertising campaign for the trade group, and helped boost the desirability of brick homes in Seattle. The home also serves to represent the work of noted Seattle master architect William Bain Sr. and the nominated building represents the early portion of his important career and design development.

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"Garden Must Conform," October 8, 1922.

"Landscape Beautified," September 30, 1923.

"Garden Requires Care," February 24, 1924.

Advertisement - "Plant Now – Malmo & Co.," February 24, 1924.

Advertisement - "Creating A Landscape Setting for Your Home – Malmo & Co.," May 30, 1925.

"Landscape Plan Provided Setting For Model Home," June 21, 1925.

"Work Begun on Model Brick Home in Montlake," February 21, 1926.

"1926 Model Brick Home," February 24, 1926.

"Model Brick Home on Stratum of Hard Clay," February 24, 1926. pg 14-15,

"Model Brick Home Inspired by Women," February 28, 1926.

"Here's Detail in Construction of Model Brick Home," March 3, 1926.

"Women Officiate at Cornerstone Laying," March 3, 1926.

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"Bricks are Lauded for Their Stability," March 10, 1926.
"Notes on Methods for Constructing Model Brick Home," March 17, 1926.
"Rapid Progress Made on Model Brick Home," March 24, 1926.
"Fine Lawn for Brick Home Landscape Plans Considered," April 21, 1926.
"The 1926 Model Brick Home," April 28, 1926.
"Model Brick Home Nearing Completion," May 11, 1926.
"Model Brick Home Will Be Officially Opened Today," May 16, 1926.
"5,000 Persons View Model Brick Home," May 17, 1926.
"Model Brick Home to Close Sunday Evening," May 27, 1926.
"1926 Model Home Attracting Thousands," May 28, 1926.
"Awards Announced In Brick Homes Contest," December 8, 1926.
"Brick and Tile Men To Open Convention," January 13, 1927.
"Reasons For Brick Popularity Cited," April 27, 1928.
"Building Costing Millions To Be Erected in Seattle," May 29, 1930.
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Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☒ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☐ Other

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

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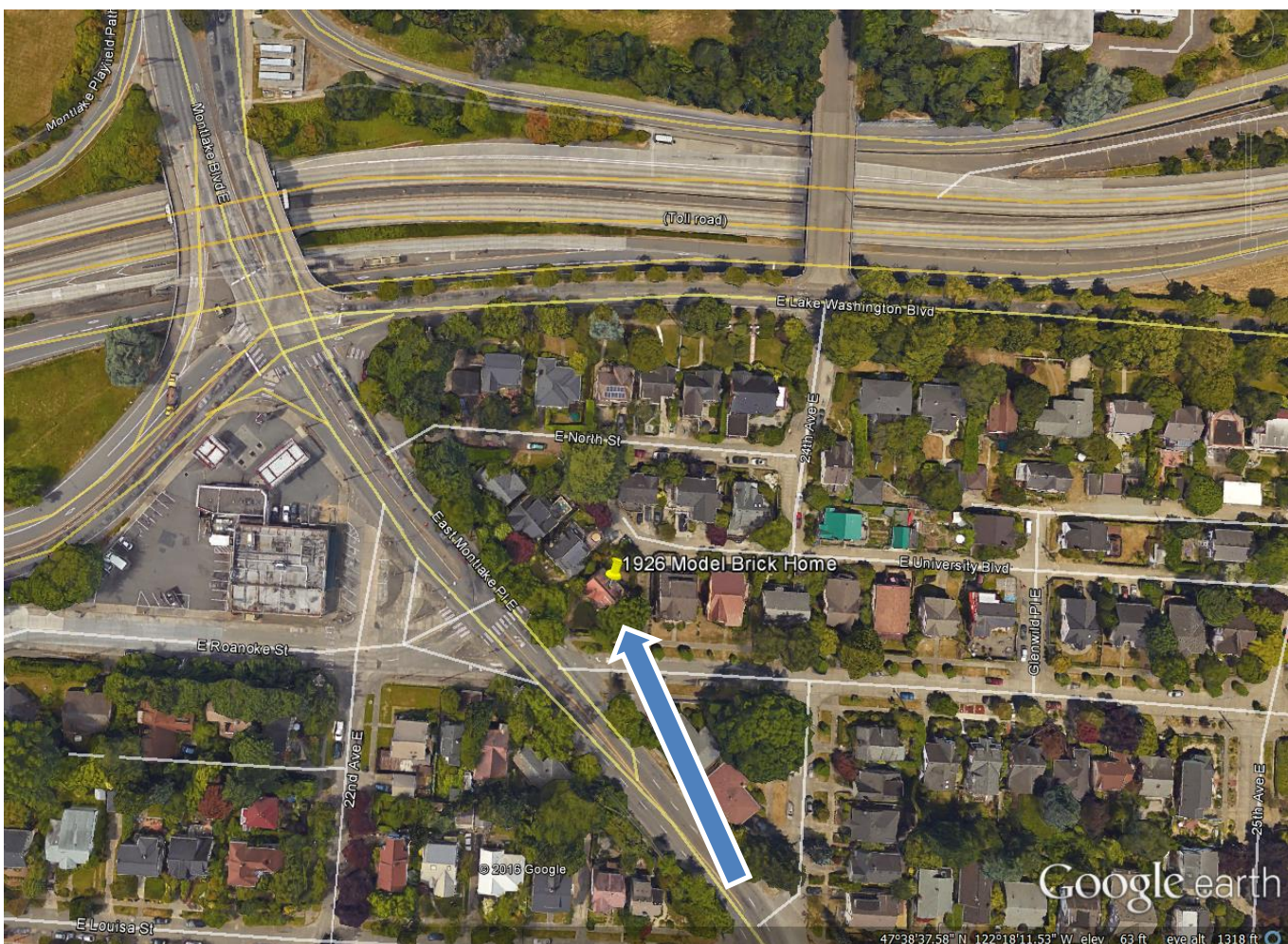
Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)



Google Earth - Edit Placemark

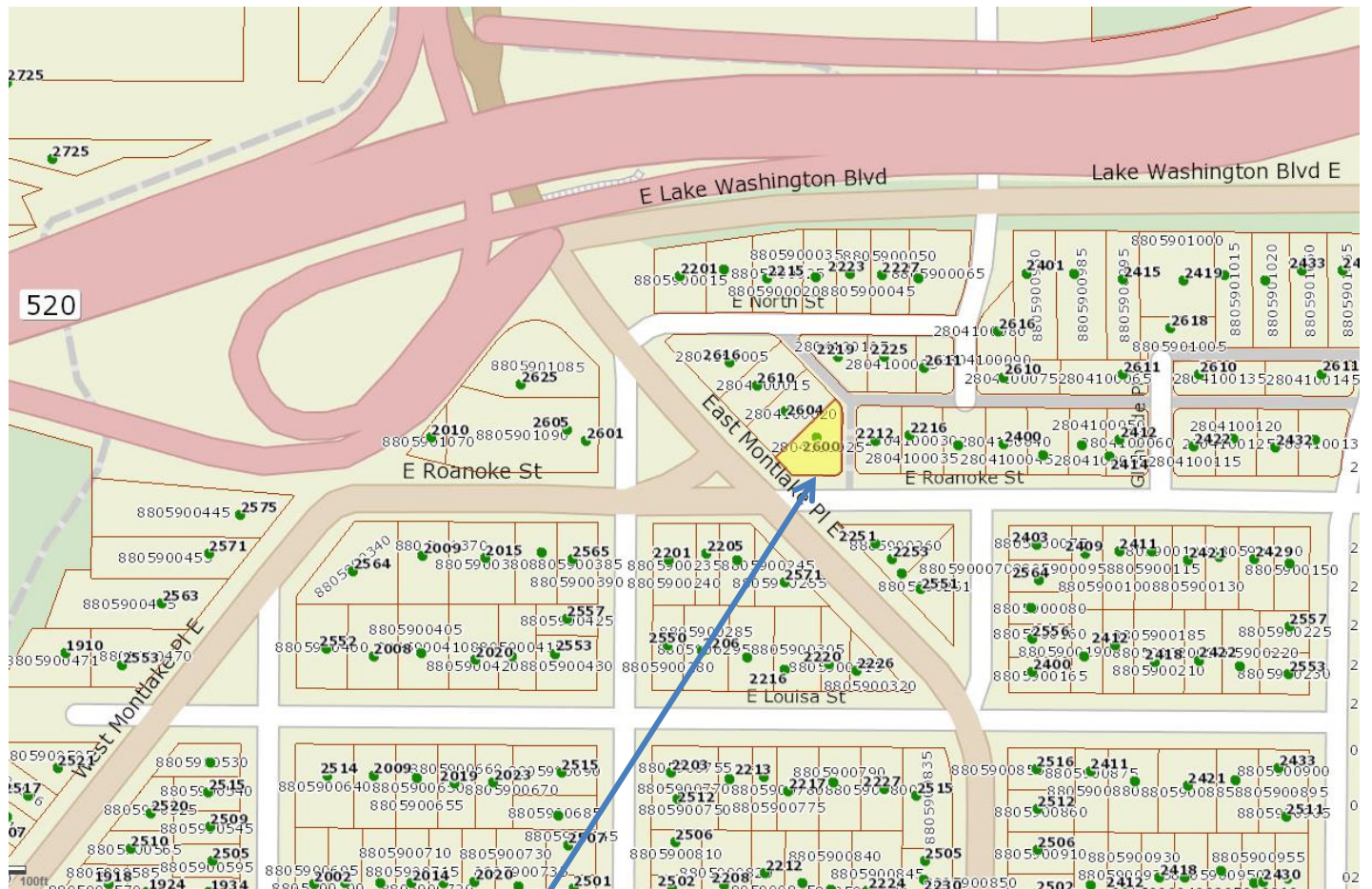
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Latitude: 47°38'36.16"N

Longitude: 122°18'10.21"W

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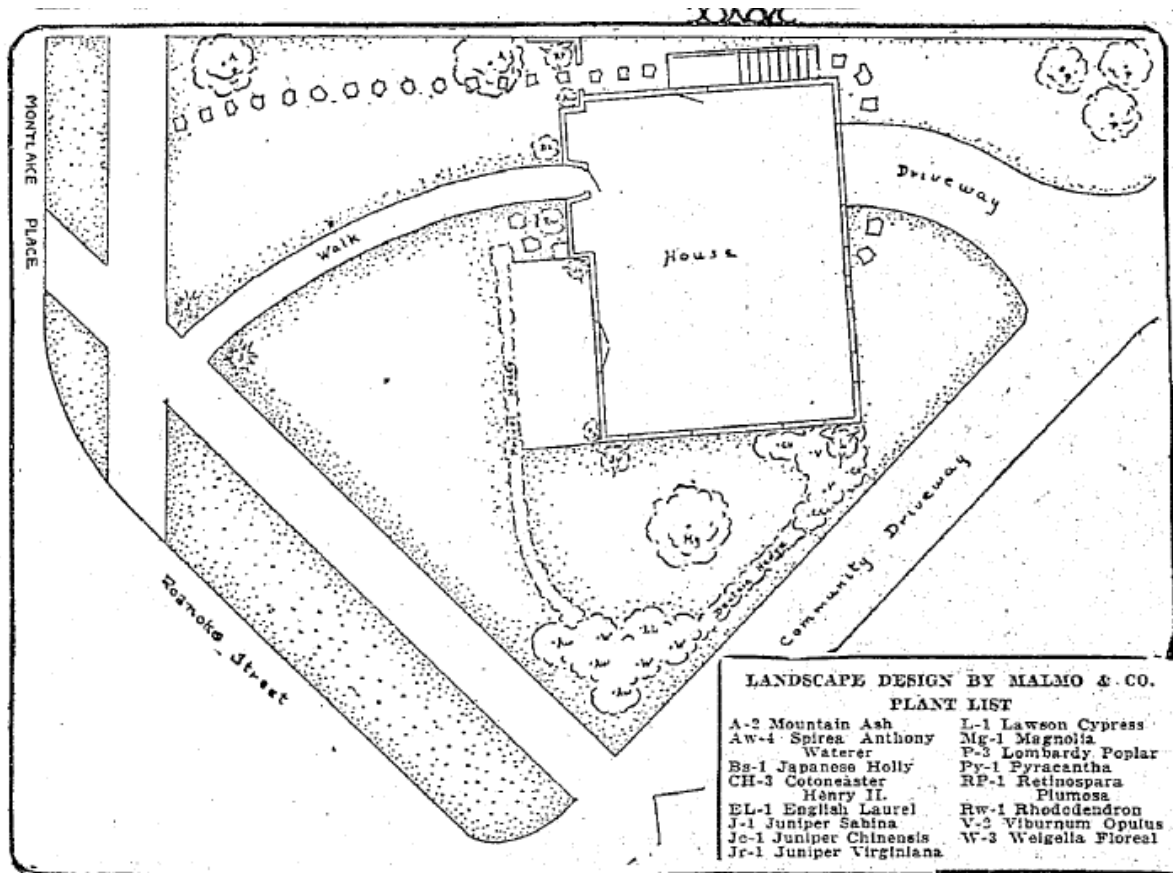
1926 Model Brick Home
Parcel No. 280410-0025

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Beauty, Practicability and Permanence Emphasized.

Constructed as an educational demonstration, the 1926 Model Brick Home, Montlake Boulevard and Roanoke Street, Montlake, has been completed, completely furnished and will be opened formally to the public today at 2 o'clock. The dwelling is of solid brick construction and embodies many ultra-modern features. The lower picture is the landscape design and planting guide prepared by Malmø & Company, official landscape gardeners.

Landscaping Plan

The Seattle Daily Times: May 16, 1926

Malmö Superior Evergreens

In lasting harmony with the 1926 Model Home of Brick

Landscape Service

MAIn 4484

"A Third of a Century of Satisfaction"

ESTABLISHED 1893

MALMO & CO.

NURSERYMEN - SEEDSMEN

Store and Office, Corner of Sixth and Westlake—Times Square

Advertisement – Malmö & Co.

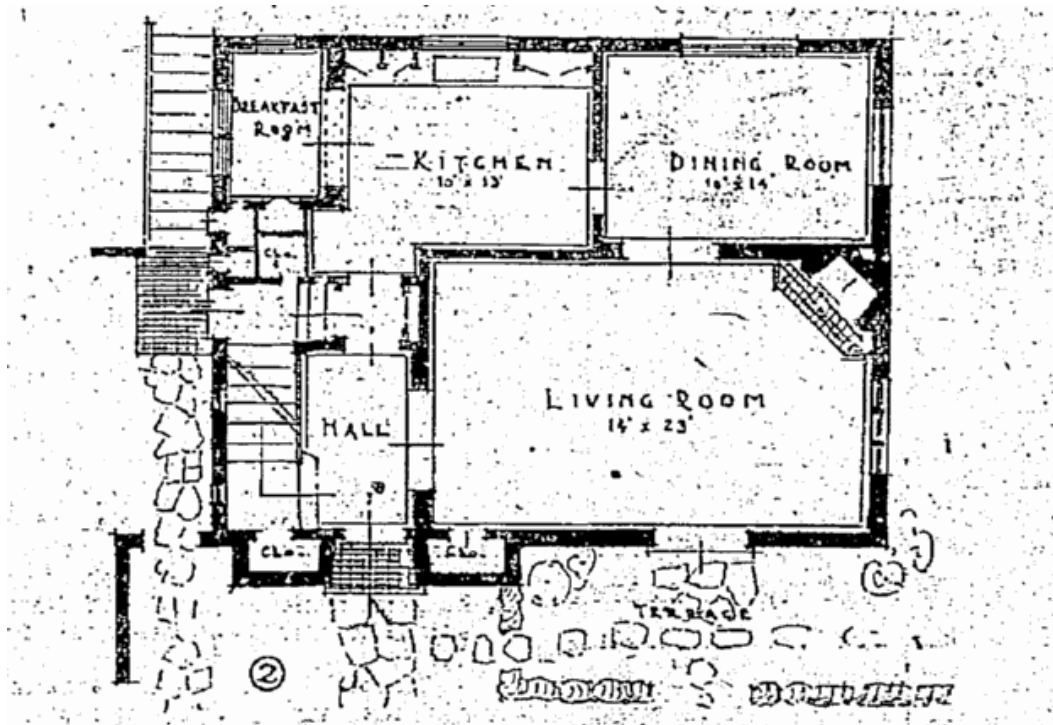
The Seattle Daily Times: April 21, 1926

1926 Brick Model Home

Name of Property

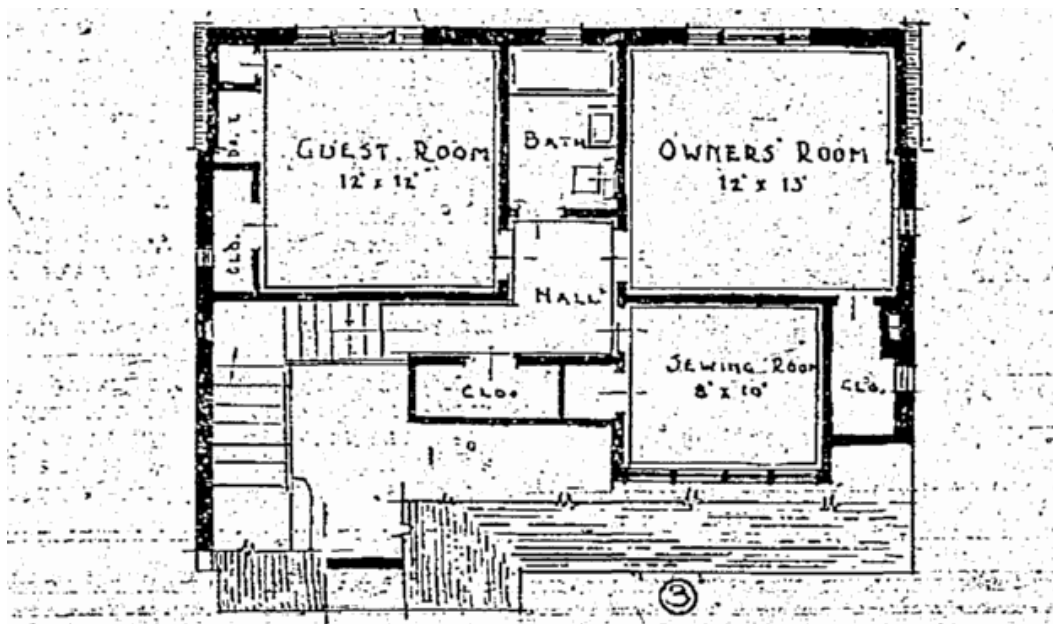
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Floor Plan – 1st Floor

The Seattle Daily Times: February 10, 1926



Floor Plan – 2nd Floor

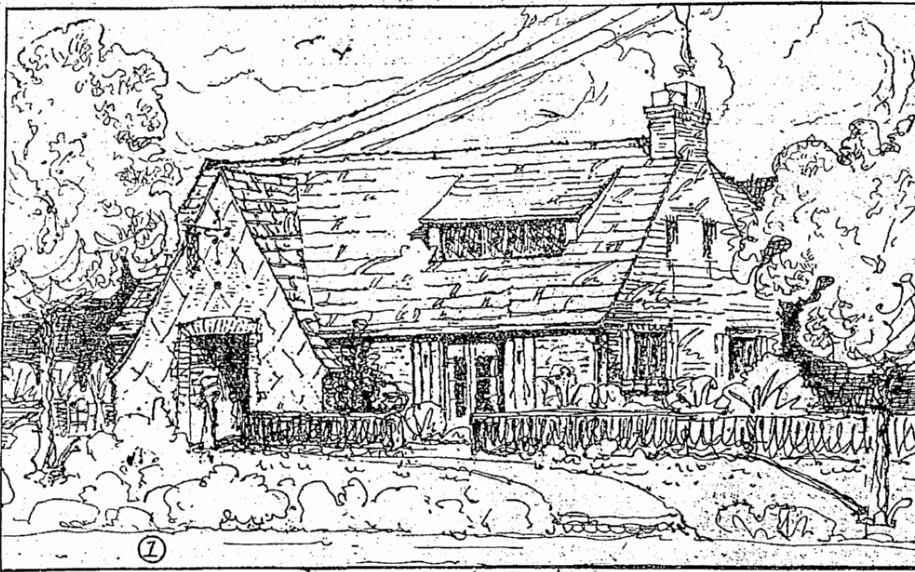
The Seattle Daily Times: February 10, 1926

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HOME DESIGNED TO SHOW ADVANTAGES OF BRICK



Architectural Rendering - *The Seattle Daily Times*: February 10, 1926

Model Brick Home Delights Women

Open to the Public Daily, 2 to 9:30 P. M.

That the 1926 Model Brick Home is all that its builders hoped it would be has been proven by the delighted comments of thousands of women who have visited it between the hours of 2 and 9:30 p. m. daily since the opening last Sunday.

The general approval and appreciation expressed leave no doubt that Architect W. J. Rain and the Seattle brick manufacturers have designed and constructed a house which meets in beauty, convenience and comfort the requirements of a high standard for the moderate sized home.



Walter F. Meier presenting a floral key to the Model Brick Home to Mrs. Victor Zednick, at the opening last Sunday. Mrs. Zednick is chairman of the committee of club women sponsoring the home.

The Model Brick Home will be open for inspection today and every day this week between the hours of 2 and 9:30 p. m., with Seattle club women acting as hostesses and every opportunity given to enjoy the beauty of the home and of the furnishings installed by the Standard Furniture Company.

MODEL BRICK HOME FOR SALE

The Model Brick Home is for sale at a price representing the cost to an individual of financing and building it. Prospective purchasers are invited to visit it and note its advantages.

It is more beautiful and substantial in appearance than one of less durable material.

It is an enduring home for the brick walls will last for centuries and will prolong the life of the interior by protecting it from weather conditions.

It is an economical home for the brick walls need no painting or repairs and the clay shingle roof, with copper metal work, will protect you from expensive roof leaks. It will save on heating and insurance costs.

It is a comfortable home for the solid brick walls will keep out the cold and dampness of winter and the heat of summer.

It is a safer home for the brick walls and clay shingles will protect it from fire from the outside and arrest progress of fire on the inside. Insurance rates are 40 per cent less.

For all these reasons, it is a more valuable home than one of less durable material. It depreciates very little with age and is readily resold at its full value.

The Model Brick Home is located at 2000 Montlake Place, corner of Roanoke Street on the Montlake street car line, just three blocks south of the Montlake Bridge.

Take the Montlake street car, No. 10, or the route to the Montlake Bridge, if you go in your own car.

For Price and Terms on Model Brick Home Apply to

PACIFIC NORTHWEST BRICK AND TILE ASSOCIATION

913 Arctic Building

Phone Elliott 9197

Builders' Brick Co.
Denny-Benton Clay & Coal Co.
Bohlfelt Brick & Tile Co.

Lake Union Brick & Fireproofing Co.
Harper Clay Products Co.

Seattle Brick & Tile Co.
Puget Sound Brick & Tile Co.
Olympic Brick Works

Advertisement - *The Seattle Daily Times*: May 23, 1926

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THE SEATTLE DAILY TIMES

TUESDAY, MAY 11, 1926

1926 Model Brick Home

Montlake Boulevard and Roanoke Street
Built to Endure for Centuries

We Make It Easy for You to Own a Model Home

UNDER our Metropolitan Loan Plan, which we are enabled to offer to the Seattle counterpart of the Metropolitan Life Insurance Company of New York, you can make your dream of owning a home come true, without financial burden.

They Three, Moderate Interest Charge, Ample Payment Privileges, a Convenient, Informal and Helpful Personal Service.

The 1926 Model Brick Home Carries a Loan Made by our Loan Department Under Our Metropolitan Plan

WE ALSO OFFER AN EXCEPTIONALLY ATTRACTIVE LOAN PLAN FOR PROFESSIONAL HOME BUILDERS

Seattle Title Trust Company

Marcel W. Wilson, President
3. Arthur Young, Manager
SECOND AVENUE AT COLUMBIA
Capital, Surplus and Undivided Profits \$534,800

MODEL BRICK HOME NEARING COMPLETION

Handsome Plans and Handwork in Every Detail

A FEW more days at the most new and smartest and it is complete as the 1926 Model Brick Home, Montlake Boulevard and Roanoke Street. The last work of artistry has been the final touches of the interior and the exterior. The house is now ready to be shown to the public. It is a home of the future, built to endure for centuries.

Improved floor plans, new construction, modern plumbing, electric wiring, and the finest materials have been used in the construction of this home. The house is now ready to be shown to the public. It is a home of the future, built to endure for centuries.

The new home, built to endure for centuries, is now ready to be shown to the public. It is a home of the future, built to endure for centuries.

FIRST GLIMPSE OF BRICK HOME INTERIOR

Model Features and Wide Doors

To illustrate the thousands of people interested in the progress of the 1926 Model Brick Home, the interior of the house is now open to the public. The house is now ready to be shown to the public. It is a home of the future, built to endure for centuries.

Precisely Fashioned MILL WORK

The highest quality of detail mill-work from top grades of selected hardwoods or native soft woods.

Seals—Doors—Windows

An expert stock supply, our work is designed to order and fits exactly. It survives by comparison, no careful buyer knows.

Furnishing Millwork for the 1926 Model Brick Home

Pacific Door and Manufacturing Co.

3800 Seventh Ave. S. Glendale 0419

See how Crane fixtures will look in your home

Have you wondered, as you have seen the illustrations of beautiful Crane fixtures in the national magazines, how the fixtures would fit into your own bathroom? A visit to the Model Home will demonstrate to you their true beauty and convenience as no description or illustration ever can.

The Crane bath, shown above, gives an adaptability typical of Crane equipment. It fits into a room, is a right or left corner, against a side wall or in the center of the room, leading itself to any bathroom plan.

Allowing these advantages at the Model Home, expect the complete display of fixtures at the Crane Exhibit Room. You will not be asked to buy since Crane fixtures are sold only by plumbing contractors who install them.

CRANE

PLUMBING AND HEATING MATERIALS

CRANE CO.
419 Second Avenue South
Exhibit Room, General Office and Warehouse

STROM & OLSEN

Specialists on Hardwood Floors

Floors laid, scraped and finished. Old floors scraped and refinished. Installing hardwood floors in the 1926 Model Brick Home.

It Pays to Have the Job Done Right

900 Roy St., at Westlake Capitol 5442

What Is Beauty Without Comfort?

An attractive home can be made comfortable. A visit to the Model Home will demonstrate to you their true beauty and convenience as no description or illustration ever can.

The Crane bath, shown above, gives an adaptability typical of Crane equipment. It fits into a room, is a right or left corner, against a side wall or in the center of the room, leading itself to any bathroom plan.

Allowing these advantages at the Model Home, expect the complete display of fixtures at the Crane Exhibit Room. You will not be asked to buy since Crane fixtures are sold only by plumbing contractors who install them.

CRANE

PLUMBING AND HEATING MATERIALS

CRANE CO.
419 Second Avenue South
Exhibit Room, General Office and Warehouse

Western Painting and Decorating Company, Inc.

"The Big Five"

The quality of our work is guaranteed long after the job is finished.

WHY?

Because we use the best materials available. We use the best materials available. We use the best materials available.

224 Broadway North Capitol 5885

Daniels & Anderson Construction Co. BUILDERS

Constructing the 1926 Model Home

502 Seaboard Bldg., Telephone EL 5064

HARDWOODS

"For Enduring Economy"

All Types for All Uses

Supplying the Flooring for the 1926 Model Brick Home

Ehrlich-Harrison Company

35 Hardwood Street Telephone EL 1256

Malmo Superior Evergreens

Landscaping Service

4424

MALMO & CO.

NURSERYMEN—SEEDSMEN

1000 and 1100—Corner 5th and Westlake—Main Office

BARNUM-LEMCKE SPECIALS

21st Street—1 mile from Bellevue. The 1926 Model Brick Home is now open. It is a home of the future, built to endure for centuries.

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BARNUM-LEMCKE CO.

556-7 Central Building EL 4616

SHOWING YOU HOW TO DRESS UP YOUR HOME

Every housewife's favorite "indoor sport" is making the home more attractive. How electric kitchen appliances help! See the PUGET SOUND POWER & LIGHT electric range and water heater at the MODEL BRICK HOME.

"Main 5000"

PUGET SOUND POWER AND LIGHT COMPANY

Electric 1847 7th and Olive.
1312 4th Ave. 2012 Vernon Place

SARGENT

PERIOD HARDWARE

A Necessary Part of a Carefully Driven Architectural Plan

Builders' Hardware and Supply Co.

712 Second Ave. SEATTLE 200

WINNEPOLE'S

Product in the 1926 Model Brick Home

Arthur F. Erickson Co.

Standard Sales Building

Typical full page advertisement & news coverage - The Seattle Daily Times: May 11, 1926

1926 Brick Model Home
Name of Property

King County, Washington
County and State

20 THE SEATTLE DAILY TIMES WEDNESDAY, MARCH 24, 1926

1926 Model Brick Home

Montlake Boulevard and Roanoke Street
Built to Endure for Centuries

We Make It Easy for You to Own a Model Home

UNDER our Metropolitan Loan Plan, which we are enabled to offer as the Seattle correspondent of the Metropolitan Life Insurance Company of New York, you can make your dream of owning a home come true, without financial burden.

New Terms, Moderate Interest Charge, Attractive Repayment Privileges, a Convenient, Generalized and Helpful Personal Service.

The 1926 Model Brick Home Carries a Loan Made by our Loan Department Under Our Metropolitan Plan

WE ALSO OFFER AN EXCEEDINGLY ATTRACTIVE LOAN PLAN FOR PROFESSIONAL HOME BUILDERS

Seattle Title Trust Company
Wesley W. Whitcomb, President
J. Arthur Vander, Manager
Second Avenue at COLUMBIA
Capital, Surplus and Undivided Profits \$550,000

PROGRESS BEING MADE ON MODEL BRICK HOME

Plastering is being finished and the interior is being finished.

Progress on the 1926 Model Brick Home is the characteristic of the Montlake Street and Montlake Place, two modern homes of modern construction, which will be ready for occupancy in the near future.

The building is being finished in the most modern and complete manner, and the interior is being finished in the most modern and complete manner.

SKINTLED BRICK WALLS OF MODEL HOME ARE UP



Completion of the exterior brick walls marks the beginning of the first phase of the building of the 1926 Model Brick Home. The building is being finished in the most modern and complete manner, and the interior is being finished in the most modern and complete manner.

Precisely Fashioned MILLWORK

The highest quality of detail millwork from top grades of selected hardwoods or native soft woods.

Sash—Doors—Windows

As against stock supplies, our work is designed to order and fit exactly. It thrives by comparison, as the careful buyer knows.

Furnishing Millwork for the 1926 Model Brick Home

Pacific Door and Manufacturing Co.
3800 Seventh Ave. S. Glendale 0410



Crane Materials Mean Model Laundry Facilities

Of prime importance in the Model Home are the laundry facilities. These must provide convenience, cleanliness and service.

The installation of the laundry facilities in the Model Home is a masterpiece of modern design and construction. The laundry facilities are designed to provide convenience, cleanliness and service.

The "1926 Model Home" has a G-E Wiring System—for lifetime service—installed by a "Check" Seal electrical contractor—comfort—dependability assured.



As Permitted on Brick

Evergreens of Enduring Beauty
for the 1926 Model Brick Home

Malmo & Co. Nurseriesmen-Seedsmen
Corner Sixth and Westlake—East Seattle

MINNEAPOLIS MECHANICAL

Installed in the 1926 Model Brick Home
Arthur F. Erickson Co.
Commercial Sales Building

Make Your Home as Modern in its Heating as in its Lighting

See Our Display of Oil Burners Electric Heating and Electric Cooling

WESTERN FURNACE & FURNACE CO.
1500-1500 7th St. at Union
Phone 2100-2100

CRANE
PLUMBING AND HEATING MATERIALS
CRANE CO.
415 Second Avenue South
Exhibit Room, General Office and Warehouse

Check Seal
ELECTRICAL CONTRACTORS
1500-1500 7th St. at Union
Phone 2100-2100

Malmo & Co.
NURSESMEN-SEEDSMEN
Corner Sixth and Westlake—East Seattle

HARDWOODS
"For Everlasting Economy"
All Types for All Uses
Supplying the Flooring for the 1926 Model Brick Home

Ehrlich-Harrison Company
35 Stanford Street Telephone RJ 3031-3032

POWER PLANT ENGINEERING COMPANY
Seattle
Fifth Ave. at Virginia
Eldest 7048
Twice Authorized Agents in Other Cities

WE OWN AND OFFER FOR SALE On Liberal Terms

723 Federal Avenue **731 Federal Avenue**
746 Tenth Ave. North

Southwest Corner Broadway and Olive Way—the Best Buy in the Entire District.

Beautiful Homes in Glenview Addition—the Site of the Model Brick Home. Liberal Terms.

BARNUM-LEMCKE CO.
Ellicott 4616 556-7 Central Building

Daniels & Anderson Construction Co. BUILDERS
Constructing the 1926 Model Brick Home
502 Seaboard Bldg., Telephone EL 5064

STROM & OLSEN
Specialists on Hardwood Floors
Floors laid, scraped and finished. Old floors scraped and refinished. Installing hardwood floors in the 1926 Model Brick Home.

It Pays to Have the Job Done Right
900 Roy St., at Westlake Capital 5442

Puget Sound Power and Light Company
MAIN 5000
For Electric Light and Power
Ranges and Appliances
Electric Bldg., 1st and Olive
1312 4th Ave. 2012 Vermont Place

Your Residence Can Be Just As Up-to-Date as the Model Brick Home Will Be if You Employ the Same Electrical Conveniences and Service.

\$10 Down
It all you have to pay to install a HODPOINT electric range for the most low down—may model you like. Enjoy the Cleanliness and Time Saving of HODPOINT COOKERY now.

Interior Decorators Say—
That Hall & Olswang Wall Papers exemplify the last word in fashion. For wall papers of about any style of design they are unsurpassed.

HALL & OLSWANG
1521 Fifth Ave.
Main 4680

1926 Brick Model Home
Name of Property

King County, Washington
County and State

5,000 PERSONS VIEW MODEL BRICK HOME

Visitors to the number of 5,000 thronged the 1926 Model Brick Home, erected by the brick manufacturers of Seattle, which was opened for public inspection at 2 o'clock yesterday afternoon. From the opening hour until 9:30 p. m., the closing time, the new home was crowded with interested men and women, young couples predominating.

The opening was solemnized by a brief ceremony, during which Walter F. Meier presented a floral key to the home to Mrs. Victor Zednick, chairman of the committee of club women who have taken charge of the home during the public exhibition period and will act as hostesses.

Mrs. Zednick, hostess for the opening day, and W. J. Howard, executive secretary of the Pacific Northwest Brick and Tile Association, were kept very busy during the afternoon and evening giving information about the home and equipment to the hundreds of visitors.

The home, located at Montlake Place and Roanoke Street, three blocks south of the Montlake bridge, is sponsored by the Seattle committee of Better Homes in America, Inc. It has been completely furnished by the Standard Furniture Company and will be open for public inspection every day until May 31, from 2 to 9:30 p. m.

Mrs. J. E. MacPherson, president of the Woman's Century Club, is hostess for the home this afternoon and evening, and Mrs. T. G. McGrath, president of the Seattle Woman's Club, will be the hostess tomorrow.

The **STANDARD** has been selected by the members of the:

Pacific Northwest Brick Manufacturers' Association
to completely furnish the:

"1926 Model Brick Home"

to be opened for public inspection some time in May



The Planning of Your Home

made simple by consulting our
HOME PLANNING BUREAU

MODERN-DAY architectural plans . . . color schemes for exterior and interior of the home . . . tile effects for the bath room . . . roofing material . . . building material samples . . . hundreds of practical Home Building Ideas are available in our Home Builders' Information Bureau. A service originated by the STANDARD, the only place in Seattle where this information is to be found conveniently located in one place . . . under the supervision of Home Planning and Building experts.

L. SCHOENFELD & SONS

STANDARD FURNITURE CO.

SECOND AVENUE AT PINE STREET

42 YEARS FURNISHING BETTER HOMES

Seattle Daily Times – May 17, 1926

Seattle Daily Times – Feb 10, 1926

A HOME IN Beautiful Glenwilde Addition

(3 Blocks South of Montlake Bridge)

G reater Building Activity at Glenwilde.
L ake, Yacht Club, Golf Course, University.
E very home a Model.
N o bridges to cross.
W ill build to suit.
I n all Seattle, no more beautiful spot.
L ive in your own home.
D riveways and Boulevards at your door.
E verything needed for your happiness.

We have several beautiful homes ready for sale in Glenwilde or we will build to suit on easy terms. Our own architect will draw plans for you. Make your selection now. We own the entire addition.

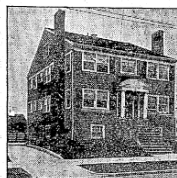
BARNUM-LEMCKE CO.

ELliott 4616

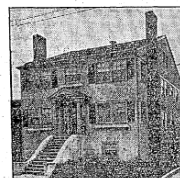
556-7 Central Building

Seattle Daily Times – March 10, 1926

WE OWN AND OFFER FOR SALE
On Liberal Terms



731 Federal Ave.



723 Federal Ave.

The Following Income Properties

723 Federal Avenue 731 Federal Avenue
746 Tenth Ave. North

Southwest Corner Broadway and Olive Way—the Best
Buy in the Entire District.

Beautiful Homes in Glenwilde Addition—the Site of the
Model Brick Home. Liberal Terms.

BARNUM-LEMCKE CO.

ELliott 4616

556-7 Central Building

Seattle Daily Times – March 24, 1926

1926 Brick Model Home
Name of Property

King County, Washington
County and State

MODEL BRICK HOME WILL BE OFFICIALLY OPENED TODAY

MODEL BRICK HOME OPENED TO PUBLIC

Definition by City Women of City
Will Be Held at 2 o'clock
This Afternoon.

COMPLETION is every detail of construction, and the new 1926 Model Brick Home, located at 1500 First Ave. S., will be open to the public for inspection today.

The home will be dedicated to the city women of the city, and will be open to the public for inspection today.

Mr. Victor Seelye, chairman of the Seattle committee of the city women, is in charge of the home.

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MODEL BRICK HOME IS WELL LANDSCAPED

A well landscaped home, with a garden, is the new 1926 Model Brick Home, located at 1500 First Ave. S.

The home is well landscaped, with a garden, and is the new 1926 Model Brick Home, located at 1500 First Ave. S.

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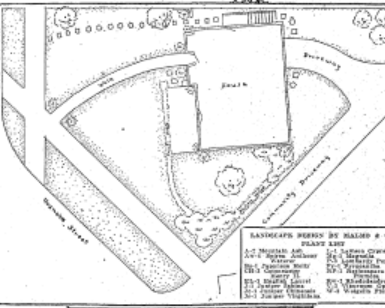
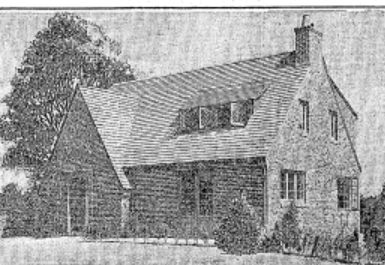
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MODEL BRICK HOME OPENS FOR INSPECTION TODAY



Beauty, Practicability and Permanence Emphasized.

Designed as an economical, comfortable, and permanent home, the 1926 Model Brick Home is the new 1926 Model Brick Home, located at 1500 First Ave. S.

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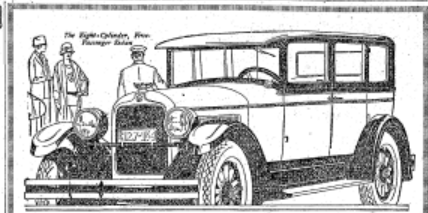
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HUPMOBILE EIGHT

Selected as the Official Car
for the
1926
Model Brick Home

YOU will be interested in attending the formal opening, Sunday, May sixteenth, of the new 1926 Model Brick Home, just completed on the northeast corner of Montlake Boulevard and Beasly Street.

Of equal attraction is the latest model Hupmobile Eight motor car, which will be on display in the Model Brick Home garage during the two weeks that this beautiful home is open to the public.

We cordially urge your attendance.

SUNSET MOTOR COMPANY

Broadway and East Union East 0306



The STANDARD Invites You to This Model Home

WITH Simplicity and Charm as the outstanding features of the entire furnishings of the "1926 Model Brick Home," the STANDARD has endeavored to display the good taste that appeals to all discriminating Home-Makers — suggesting to them new ways of making a home the reflection of individuals living in it. Now open for your inspection.

Homebuilders' Service

ON the Mezzanine Floor of the store is a very important section for the present or prospective Home Builder—the architectural plans, the building materials, drapery books and intriguing manuals with houses from all over the world, make this department one of the most interesting in the whole store.

Standard Furniture Co.

L. Schoenfeld & Sons SEATTLE



The Permanence and Beauty of TERRA COTTA ROOF TILE

Is the Secret of Its Low Cost

The artistic blending of colors in this Terracotta Tile Roof is of unusual interest. Rich colored tiles of natural burnt clay grow more beautiful with age.

Terra Cotta Roofing Tile gives to the roofs of modern buildings and residences that charm and color harmony so desirable to the discriminating owner and architect. A nonconductor of heat and cold, moisture proof and permanent, a Terra Cotta Tile Roof is eminently superior to all other types of roofing.

Model Brick Home Has Clay Shingle Roof

The Model Brick Home is roofed with our Vitrolite Shingle Tile, more fitting for its style of architecture than Mission or Spanish types of Roof Tile. The beauty of the clay shingles will be appreciated when you view the Model Brick Home.

The clay shingles are impervious to water and fire. They protect the home from the damage of roof leaks and the danger of fire from flying children. They need no repairs or replacement. They last.

'Get for just a day; not for just a year—BUT ALWAYS'

Denny-Renton Clay and Coal Co.

1500 First Ave. South—Main 9389
MANUFACTURERS OF BURNED CLAY PRODUCTS

MODEL HOME HAS OIL-O-MATIC HEAT

When the question of heating the Model Brick Home was considered, it was not only a matter of comfort, but also a matter of economy.

The oil-o-matic heating system, which is the most efficient and economical system, was chosen for the Model Brick Home.

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You Positively Save Money

on Lighting
Fixtures

By purchasing direct
from our factory
showrooms.

We also offer you the services of the most artistically clever designing talent on the Pacific Coast.

Bailey, Wyatt & Lynde, Inc.

1914 4th Ave. between Stewart and Olive
Telephone ELect 4412

1926 Brick Model Home

Name of Property

King County, Washington

County and State

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: 1926 Brick Model Home
City or Vicinity: Seattle
County: King County **State:** Washington

Photographer: Michael Houser

Date Photographed: March 31, 2016

Description of Photograph(s) and number:



1 of 17 House exterior primary elevation.

1926 Brick Model Home

Name of Property

King County, Washington

County and State



2 of 17 House exterior southeast corner.



3 of 17 House exterior northeast corner.

1926 Brick Model Home

Name of Property

King County, Washington

County and State



4 of 17 Detail of entry.



5 of 17 Detail of brickwork and leaded glass windows.

1926 Brick Model Home

Name of Property

King County, Washington

County and State



6 of 17 Detail of cornerstone / time capsule.



7 of 17 Detail of clay tile roof.

1926 Brick Model Home

Name of Property

King County, Washington

County and State



8 of 17 Living room looking south from entry hall.



9 of 17 Two-story entry hall.

1926 Brick Model Home

Name of Property

King County, Washington

County and State



10 of 17 Dining room looking southeast.



11 of 17 Kitchen looking northeast toward breakfast nook.

1926 Brick Model Home

Name of Property

King County, Washington

County and State



12 of 17 Two-story entry hall view from second floor.



13 of 17 Second floor hallway. View towards stairs.

1926 Brick Model Home

Name of Property

King County, Washington

County and State



14 of 17 Second floor bathroom.



15 of 17 Second floor sewing room.

1926 Brick Model Home

Name of Property

King County, Washington

County and State



16 of 17 Second floor guest room.



17 of 17 Second floor main bed room.

1926 Brick Model Home
Name of Property

King County, Washington
County and State

Property Owner: (Complete this item at the request of the SHPO or FPO.)

name Joseph Giordano

street & number 1600 E. Montlake Place East telephone (206) 328-6666

city or town Seattle state WA zip code 98112

Email jsgltd@msn.com

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.